

**CLAIMS**

1. Telecommunications services apparatus for use with a mobile telephone network, the apparatus being operable to store for a first user addresses representing members of at least one group of users, said addresses being configurable by the first user, wherein the first user may send a text message to a service address corresponding to one of the at least one group of users, the apparatus being thereby operable to replicate the text message to the members of that group of users.
2. Telecommunications services apparatus for use with a mobile telephone network, the apparatus being operable to store for a first user addresses representing members of at least one group of users, said addresses being configurable by the first user, wherein the first user may make a voice call to a service address corresponding to one of the at least one group of users, the apparatus being thereby operable to initiate an audio conference with the members of that group of users.
3. Telecommunications services apparatus for use with a mobile telephone network, the apparatus being operable to store for a first user addresses representing members of at least one group of users, said addresses being configurable by the first user, wherein the first user may send a text message to a service address corresponding to one of the at least one group of users, the apparatus being thereby operable to replicate the text message to the members of that group of users, and wherein the first user may make a voice call to the same service address, the apparatus being thereby operable to initiate an audio conference with the members of that group of users.
4. Apparatus according to claim 1, claim 2 or claim 3, wherein the service address for the or each respective group of users comprises a short code.
5. Apparatus according to any one of claims 1 to 4, wherein a respective service address determines a particular group of users for each individual first user, permitting each first user to have personal group definitions.

6. Apparatus according to claim 5, including a database storing addresses of the or each group of users, and wherein the calling line identity of the first user is detected and the particular group of users is determined on the basis of the service address and  
5 the detected calling line identity.

7. Apparatus according to any one of claims 1 to 6, including an address configuring means responsive to receipt of an identifier in a text message to manage the addresses of a respective group of users, the text message including one or more  
10 addresses of the respective group of users.

8. Apparatus according to claim 7, wherein the address configuring means is also responsive to the presence of the same or a different identifier between addresses in the text message, to interpret the identifier as a delimiter between the addresses.  
15

9. Apparatus according to claim 7 or claim 8, wherein the or each identifier is a specific key character.

10. Apparatus according to any one of claims 1 to 9, including means for sending a  
20 text message to a selected one of the groups of users inviting each user in the group to join an audio conference, the text message including an address for joining the audio conference.

11. A telecommunications services method for a mobile telephone network, the  
25 method involving storing for a first user addresses representing members of at least one group of users, said addresses being configurable by the first user, (i) wherein the first user may send a text message to a service address corresponding to one of the at least one group of users, the text message being thereby replicated to the members of that group of users, and/or (ii) wherein the first user may make a voice call to a service  
30 address corresponding to one of the at least one group of users, an audio conference thereby being initiated with the members of that group of users.

12. A method according to claim 11, wherein the service address for the or each respective group of users comprises a short code.

13. A method according to claim 11 or claim 12, wherein a respective service  
5 address determines a particular group of users for each individual first user, permitting each first user to have personal group definitions.

14. A method according to claim 13, including storing addresses of the or each group of users in a database, and wherein the calling line identity of the first user is  
10 detected and the particular group of users is determined on the basis of the service address and the detected calling line identity.

15. A method according to any one of claims 11 to 14, including an address  
15 configuring step responsive to receipt of an identifier in a text message to manage the addresses of a respective group of users, the text message including one or more addresses of the respective group of users.

16. A method according to claim 15, wherein the address configuring step is also  
20 responsive to the presence of the same or a different identifier between addresses in the text message, to interpret the identifier as a delimiter between the addresses.

17. A method according to claim 15 or claim 16, wherein the or each identifier is a specific key character.

25 18. A method according to any one of claims 11 to 17, including sending a text message to a selected one of the groups of users inviting each user in the group to join an audio conference, the text message including an address for joining the audio conference.

30 19. A computer program for implementing a method according to any one of claims 11 to 18.

20. A storage medium storing a computer program according to claim 19.